



April 29, 2015

Holly L. Wolcott, City Clerk  
Office of the City Clerk  
200 North Spring Street, Room 224  
Los Angeles, CA 90012

**Subject: East Hollywood BID 1<sup>st</sup> Quarter Report**

Dear Ms. Wolcott:

Attached please find the quarterly report for the East Hollywood BID for the 1<sup>st</sup> Quarter of 2015. Below, I have included a table with the information about expenditures for the BID in the 1<sup>st</sup> Quarter, and a copy of the March financial statement. A copy of our quarterly newsletter will be sent out under separate cover.

Activities for the 1<sup>st</sup> quarter included the BID's Annual Meeting in January as well as regularly scheduled monthly meetings of the Board of Governors in February and March. The BID's Nominating Committee also met in January and in March. Additionally, the Board continued planning efforts for the grant awarded during the Metro Call for Projects, to fund street medians along Vermont Avenue in hopes of calming traffic and enhancing the pedestrian experience in this highly traveled area of the city. The Vermont corridor is home to several major institutions including the Braille Institute, LA City College, Kaiser Permanente, and Children's Hospital all of which would benefit from the pedestrian safety enhancements proposed by the BID. The BID has also continued its efforts to improve the street-scape along the Vermont Corridor with the continuation of its tree planting and maintenance program which began at the end of 2011. The BID has assumed responsibility for the watering and general upkeep of over 70 trees along Vermont Avenue as well as maintenance of the Vermont Triangle at the intersections of Hollywood Blvd., Prospect St. and Vermont Ave.

A report on specific budget line expenditures follows:

**Budget Line Item #1 – Streetscape**

Expenditures of \$7,120 were made in this category to HBT/LA for the BID's regular streetscape services including tree care and pruning. In addition to the regular January payment, past due invoices for November and December, 2014 were also paid in this quarter as a result of late billing from our cleaning contractor.



7018 Hollywood Blvd., Los Angeles, CA 90028 T (323)469-8311 F (323)469-2805 E info@EHBID.org

**Budget Line Item #2 - Maintenance**

The cleaning/beautification contract with HBT calls for maintenance services within the BID including trash removal, sidewalk cleaning, and overall maintenance of the Vermont Triangle. Expenditures of \$18,929 were made in this category for the January streetscape services. Past due invoices for November and December were included in this quarter as a result of late billing from our cleaning contractor.

**Budget Line Item #3 – Administration and Advocacy**

Monthly payments of \$200 were made for December, January, and February to the BID's accountant, Joe Gallardo, CPA. Additionally the BID made a payment to Wildan Financial for 2014/2015 BID Administration Services. A total of \$1,687 was expended in this category for the 1<sup>st</sup> Quarter.

**Budget Line Item #4 – Marketing and Promotion**

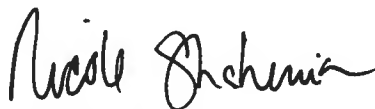
\$515 was expended in this category for photocopying/printing. The amount also includes a remaining payment to AM Graph, was also made for expenses related to the 2013/2014 installation BID's street pole banners on Vermont Ave.

**Budget Line Item #5 – Contingency**

No funds were expended in this category during the quarter.

We continue to believe that things are progressing well with the East Hollywood Business Improvement District, and the Board remains enthusiastic about what they are able to accomplish.

Sincerely,



Nicole Shahanian  
Executive Director  
East Hollywood Business Improvement District

Revenue		FY 2014	Committed Funds	1st Quarter	2nd Quarter	3rd Quarter	4th quarter	Year to Date
Parcel Assesments		\$216,742.00						
Carry Over		\$49,000.00						
Total Funding		\$265,742						
Expenditures								
Streetscape/Landscape (37%)		\$110,190		\$7,120				\$7,120
Maintenance (31%)		\$86,191		\$18,929				\$18,929
Adminstration and Advocacy (18%)		\$32,513		\$1,687				\$1,687
Marketing (11%)		\$23,842		\$515	\$0	\$0	\$0	\$515
Contingency (3%)		\$6,504		\$0	\$0	\$0	\$0	\$0
Total		\$259,240	\$0	\$28,251	\$0	\$0	\$0	\$28,251
2014 Committed Funds								
* Streetscape: Includes \$30,000 in carryover funds from 2014								
* Maintenance: \$19,000 in carryover funds from 2014								